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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018

**MSM 7523 - STRATEGIC KNOWLEDGE MANAGEMENT**  
(All sections / Groups)

30 JANUARY 2018  
2.00 p.m. – 4.00 p.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages including cover page with 4 Questions only.
2. Answer **THREE Questions**. The distribution of the marks for each question is given.
3. Please print all your answers in the answer Booklet provided.

**Answer THREE questions****QUESTION 1**

The following are some of the steps regarded as crucial to strategic decision-making process:

- Scan and assess the external environment
- Scan and assess the internal corporate environment
- Generate, evaluate and select the best alternative strategy
- Implement selected strategies
- Evaluate implemented strategies

Write short notes on each step paying particular attention to how firms should prioritise which are important opportunities, threats, strengths and weaknesses for them.

(20 marks)

**QUESTION 2**

You have carried out a comparative Case Study during the course. Answer the following

- a) Briefly describe the organizations you studied. Where did you find the information you used? What evidence did you find for distinctive competencies that the organizations companies have?

(10 marks)

- b) What evidence did you find of Strategic Management Processes at Corporate, Business and Functional levels?

(5 marks)

- c) Do you think Competitive Intelligence can be regarded as the same as External Environmental Scanning?

(5 marks)

**Continued...**

**QUESTION 3**

- a) If you were the owner of a small firm employing no more than 50 staff, what aspects of Strategic Management would you consider the most important, and why.

(10 marks)

- b) Feedback is important for the Strategic Management process particularly for internal strategic formulation and implementation? Give some reasons.

(10 marks)

**QUESTION 4**

Knowledge Management practices can assist Strategic Management. Give at least five examples where KM tools can help managers to develop strategies.

(20 marks)

**End of Paper.**